

THE DAILY STORE NEWS OF LANSBURGH & BRO.



Telephone Main 6853
Mail Orders Promptly and Efficiently Filled.

Editorial

Today Is Mothers' Day

The one day of the year when the entire nation pauses to do honor to the greatest of all personages on earth—MOTHER.

A writer somewhere has very fittingly said that, "when God made the earth He could not be everywhere so He created mothers."

It is certain that some higher Being must have given her that infinite patience and love to iron out life's path-ways for us.

This little editorial is just to express in some small measure our reverence for the MOTHERS who build ideals into the minds of the men and women who are responsible for this institution—ideals that made possible THE STORE OF GREATER SERVICE.

The First Clearaway of the Season Tomorrow

281 Women's High-Grade Tailored Suits, in the Newest Spring Fashions and Made of the Best Materials, **1/3 Off**
Formerly Priced From \$15 to \$69.50, at



Every garment was made in strict accordance with Lansburgh standards in fabric, in tailoring, in style.

They Are ALL New Spring Models

A live, alert store like this MUST have fresh, new stock in at all times. A few weeks of unseasonable weather left us with more suits than we cared to keep in stock.

There can be no dilly-dallying in this store.

We decided upon an immediate and drastic reduction. We have taken every suit in the house and offered it at exactly 1/3 off for tomorrow.

They are made of Poiret twills, gabardines, poplins, velours, Jersey cloths, burellas, novelty serges, Bigaroles, tricotines, etc.

Styles from strictly tailored to the sports suits in all colors and black.

Sizes From Misses' 16 to Women's 54 1/2

None Sent C. O. D.—None on Approval—All Sales Absolutely Final



White Pique Skirting, Yd., 35c

Regular 50c value; soft, fine quality; wide cord; 28 inches wide; an ideal fabric for skirts, coats and suits.

White St. Gall Embroidered Dot- ted Swiss, three size dots, in- cluding the fine seed 25c
dot. Special, at, yard..

36-Inch Embroidered Hemstitched Striped Voiles, in the following plain shades: Pink, light blue, maize, reseda, rose, Copen- hagen, navy, gray and white. Beautiful material for waists and dresses. Specially 65c
priced, at, yard

36-Inch Silk Mixed Shantung Pon- gees, in natural color; splendid weight; for waists, suits, etc.; 89c values. Special, at, 59c
yard

32-Inch Silk Mixed Shirting, in a good line of colored stripes. Ex- cellent for waists. 59c
Special, at, yard

28-Inch White Check Sherrette; linen thread finish; in five neat checked effects; 37 1/2c
value. Special, at, yard 25c

45-Inch Ramie Weave Dress Linen, for suits and skirts. A good line of shades. Specially priced, at, yard, 75c
and 1.00

36-Inch Non-Shrinkable Dress Linens, in 25 beautiful shades; medium weight; fast color; every thread pure flax. Specially, at, yard, 90c

36-Inch Natural Colored Dress Linen; all pure linen; shrunken; for suits, dusters and out- ing coats. Specially priced, at 25c, 35c and 50c Yard

Main Floor—Lansburgh & Bro.

A Sale of Plover Sheets

Seconds of the Garza brand, noted for durability. The few oil spots that make them seconds will quickly wash out with cold water.

81x90 Plover Sheets, double-bed size; regulation length; 90c value. 79c
Special, at

72x90 Plover Sheets, 3/4-bed size; regulation length; 85c value. 73c
Special, at, yard

63x99 Plover Sheets; 80c value. Special, at 70c
63x90 Plover Sheets; 75c value. Special, at 65c
54x90 Plover Sheets; 70c value. Special, at 62c

300 Dozen Garza Pillowcases

Famous for their excellent wearing qualities; 42x36 and 45x36; regular 22c and 25c values. Choice of either size, at, each 20c

36-Inch Bleached Cotton; free from dressing; 10c
Special, yard

36-Inch Domestic Nainsook; soft and undressed; 18c value, at, yard, 12 1/2c

36-Inch Domestic Longcloth; ideal fabric for fine un- dergarments. Spe- cial, yard 12 1/2c

27-Inch Middy Twill. Special, yard 12 1/2c

\$1.59 Crepe de Chine and Chiffon Taffeta

The 40-Inch Crepe de Chine is of an excellent soft quality and comes in black and a full color assortment. Yard, \$1.29

The 36-Inch Chiffon Dress Taffeta is of an un- usually good grade and may be had in all the good colors of the season. Make good sum- mer dresses.

\$1.85 Silks, \$1.50

32-Inch Fancy Striped Broad- cloth Silks and Sans Gene Shirtings, white grounds with fancy stripes in colors.

\$2.50 Black Silks, At \$1.98 Yard

High-Grade Black Silks spe- cially priced for tomorrow. Will make beautiful dresses, waists, skirts, etc.

40-Inch Crepe Meteor

40-Inch Crepe de Chine
40-Inch Satin Charmeuse



\$1.00 Tub Silks, 79c

36 Inches wide, in a goodly va- riety of fancy satin stripes on white grounds.

A Repetition of

The Sale of Boys' Wash Suits

All reserves have been thrown onto the tables for this sale tomorrow. Selections are almost un- limited. And never did we offer better or bigger values.

Boys' Wash Suits--- 99c

Sizes 2 1/2 to 10 Years, at
Many Are Worth \$2.00, Others Worth More

2,500 Wash Suits
Sizes 2 1/2 to 10 Years
Values Up to \$3.00
\$1.49

The Styles—

are so numerous that we mention only a few, such as Middies, Mod- ified Russians, Balkans, Belters, Pinch Backs, Tommy Tuckers, many with long and others with short sleeves.

The Materials—

include Madras, Rep, Galatea, Lin- ens, Kiddie Cloth, Chambray, Pan- ama Cloths and a host of others in every conceivable color combi- nation and plenty of plain whites.

Boys' Middy Suits, \$1.98

With one long and one short pair pants—made of excellent quality white galatea cloth with guaranteed fast color trimmings. Sizes 3 to 8 years.

Third Floor—Lansburgh & Bro.



Summer Millinery Suddenly Appears

Exquisite---Unusual---Paris Copied

Priced **\$5.00** Tomorrow

Millinery fashions have taken a new turn the last few days—a turn for the better—some might say; big summery hats, lovely and becom- ing, and so graceful, are now here.

There are two predominating styles:

The White Hats and the Black Hats

To be strictly in style you'll want one of each—the former for sports, the latter for dress wear.

New Feather Turbans—A first showing of these hats that have found New York favor. Different prices.

Sports Hats

They've been popular all spring, and, of course, will be all summer. Two lots we mention today:

Felt Sports Hats, \$1.95 to \$7.95

Panama Sports Hats, 95c to \$5.00

Second Floor—Lansburgh & Bro.



Entering the Second Week of Our May Sale of Fine Undermuslins

With Even Better Values

Congested freight conditions prevented some things from getting here in time for the opening of the sale. These late arrivals are offered tomorrow at lower prices than we at first intended.

*\$1.00 and \$1.50

Sample Undermuslins At 69c Each

Night Robes, Combinations and Envelope Chemises, made of fine quality nain- sook; prettily trimmed with laces and embroi- deries.

At \$1.00 Camisoles of crepe de chine and wash satin; lace-trim- med; samples; sizes 36 and 38; \$1.75 values.

At \$2.95 Night Robes, made of fine nainsook; all beautifully trimmed with choice laces; some slightly soiled; \$4.00 and \$5.00 values.

Drawers of cambric or nainsook, at 50c, 69c.

Third Floor—Lansburgh & Bro.

Wonderful Lot of Undermuslins

White Petticoats, cambric top and embroidery ruffle.

Night Robes, slip-over models; embroidery and ribbon trimmed.

Short Underskirts of cambric; lace and embroidery edges.

Corded Band Chemise, made of good quality muslin.

Envelope Chemises, made of excellent cambric, with lace and embroidery trimmed yokes.

At \$1.95 Sample En- v- lope Chemises, made of wash satin, crepe de chine and China silk, also sample camisoles and bloom- ers, all prettily trimmed with dainty laces and ribbons; \$3.50 values.

At \$1.95 Combinations in sizes 36 and 38; made of nainsook and trimmed with handsome laces; some slightly soiled; regu- lar \$3.50 and \$4.00 values.

Corset Covers of nainsook, trim- med with laces and embroi- deries, at 50c, 75c and \$1.00.

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59c



May Sale of

Summer Footwear

At **\$2.20** Pr.

While some of the styles are not right up to the minute, they are just the thing for walking, shopping or busi- ness wear—just the kind of shoes to save wear on the higher-priced ones that you may have.

The Special Pumps and Ox- fords Are Made of Tan, Gray or Black Suede, Pat- ent Leather, White Canvas and a Few Combinations.

There are all sizes in the lot, but not in every style.

Second Floor—Lansburgh & Bro.

Art Workers' Stamped Pieces

33-Inch Centerpieces, stamped on good quality Indian Head, also Scarfs to match. New designs for French knot and lazy daisy embroidery, each, 25c.

New Stamped Ready-Made Kim- nos, in old rose and blue crepe. Price, \$1.50.

Stamped Carriage Covers on pique for French embroidery. Price, 29c.

Third Floor—Lansburgh & Bro.

Stamped Kimono Gowns, on good crepe for French knot and lazy daisy embroidery. Price, 49c.

Stamped Guest Towels on fine huck; French embroidery and outline, 39c.

THE STORE OF GREATER SERVICE
LANSBURGH & BRO.
Store Hours: Open 8:45 A.M.; Close 5:30 P.M.

Sale of House Dresses For Tomorrow

Values in the Lot Up to \$1.50, at, Each,
These Dresses are made of chambray, gingham, white lawn and voile. The lot represents odd lots and discontinued styles. All sizes but not in all styles; 36 to 44.

Also Bungalow Aprons of percale or gingham. Values up to \$1.50.

Sample Neglige Gowns

At **1/3 Less**

Made of fine quality crepe de chine and lace trimmed. Values \$10.50 to \$25. Special, \$7.95, \$9.95, \$19.50.

Third Floor—Lansburgh & Bro.



Tomorrow—Monday Another Big NOTION Sale

Penny savings nowadays are not to be passed by. Here are a lot of them:

Clark's O. N. T. Spool Cotton, in black or white. All numbers; 7 spools for 27c.

Snap Fasteners, in black or white. All sizes. Per doz., 5c.

Cotton Grosgrain Belting, in black or white. Yard, 3/4c.

12-Yard Bias Tape in assorted widths. Piece, 5c.

Main Floor—Lansburgh & Bro.

Shoe or Slipper Trees with steel rod. Pair, 5c.

Lansburgh & Bro.'s Dress Shields, in all sizes. Pair, 10c.

Emblems for Middy Suits, in cadet, army and navy de- signs. Set, 25c.

Defender Safety Pins, in all sizes. 2 dozen for 5c.

Main Floor—Lansburgh & Bro.

Colorite for color- ing straw hats, in all colors. Bottle, 19c.

Mercerized Middy Laces, in all colors. Each, 5c.

West Electric Hair Curlers; 5 on a card for 25c.

Guaranteed Sani- tary Aprons. Full sizes, 19c.

Main Floor—Lansburgh & Bro.



\$1.00 to \$4.50
Children's Dresses, 69c to \$2.95
Sizes 2 to 6 Years

Also Infants' Dresses, long or short. Made of finest nainsook and neatly trimmed with laces and embroideries.

At 29c Infants' Short White Dresses, with belt and pocket. Size 1 only. Regular 50c value.

At 24c Infants' Summer Shirts, with long or short sleeves. Sizes 2 to 6. Monday only, 24c.

Iwanta Rompers, 49c
—made of chambray, gingham, seersucker or white madras in beach or creeper style. Sizes 1 to 6 years. Monday only, 49c.

FREE Baby's Wash Cloth with every purchase in the Infants' Department Tomorrow.

At 69c Children's and Misses' Middy Blouses, made of galatea cloth, with colored collars and cuffs. Sizes 8 to 22 years; \$1.00 values.

Children's Middy Skirts, 89c—Made of galatea cloth—with or without waist. White, navy or Copenhagen. Sizes 6 to 14 years.

No Mail or Phone Orders on Any of the Above
Third Floor—Lansburgh & Bro.

\$1.50 54-in. Coating Tweeds

Tweeds are dressy, they are serviceable, and Fashion has put her stamp of approval on them. For a coat to travel in or a garment for motor wear these are par excellence. These tweeds come in mixtures, snowflake and hair- line effects, in colors of gray, tan, brown and beige. We will sell them profitless for a day; \$1.50 value, per yard, \$1.09.

1,000 Yards All-Wool Navy Serge, Yd., 79c

Strictly All-Wool Navy Blue and Black Storm Serge, a value that cannot be equalled. We bought all the mill had; dye guaran- teed; non-shrinkable. Nice for separate skirts. Special, yard, 79c.

Lupin's Cream Serge, Yard, \$1.29

54 Inches wide. We cannot dupli- cate this serge to sell for less than \$1.75. Why not buy now and save over a third? Serge will be much worn for separate skirts with jacket of contrast- ing color.

85c 50-In. Navy Mohair Sicilian, 69c

A good standard navy blue; re- versible; dust repellent and lustrous. This 50-inch navy mo- hair is a good value at 85c. For a day reduced to,